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The U.S. Government's Global Hunger & Food Security Initiative

GLOBAL LEARNING AND EVIDENCE EXCHANGE  
**M A R K E T   S Y S T E M S**

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MARCH 21-24, 2017 // BANGKOK, THAILAND

## Markets for Good Nutrition

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# SPRING

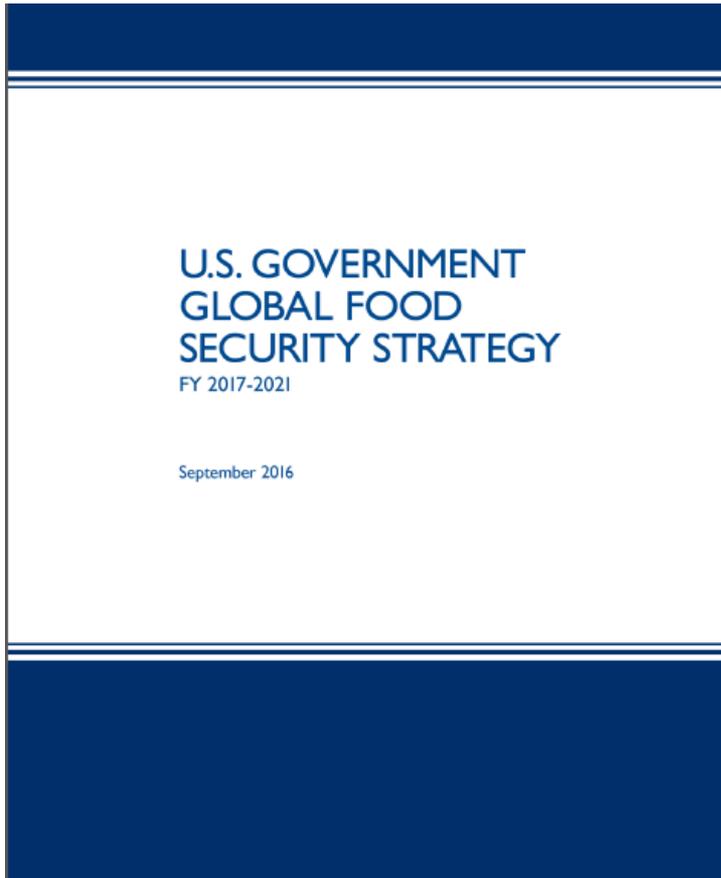
Strengthening Partnerships, Results,  
and Innovations in Nutrition Globally

- What are the ways that agriculture programming contributes to better nutrition?
- What role does the food system play in a healthy diet and why is this important?
- What are the elements of a “nutrition-sensitive” market system?



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## **Objective 1**

Inclusive and sustainable  
agricultural-led economic growth

## **Objective 2**

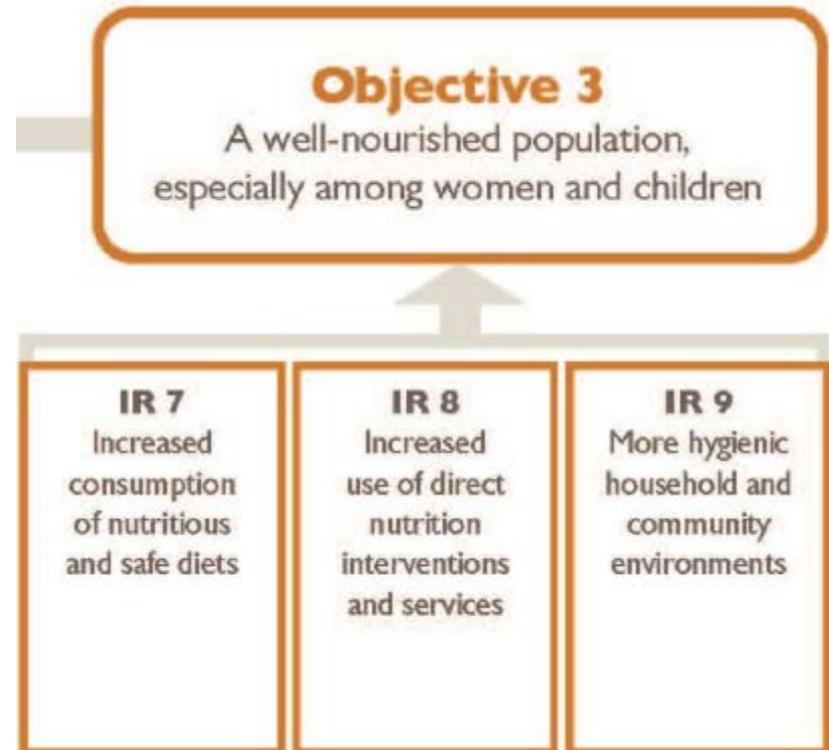
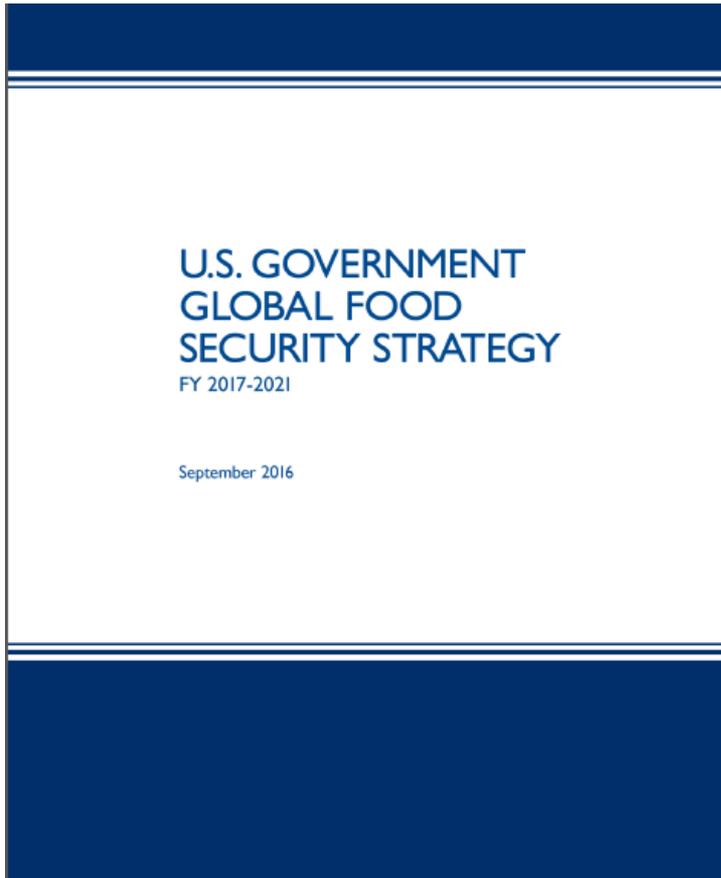
Strengthened resilience  
among people and systems

# So what?



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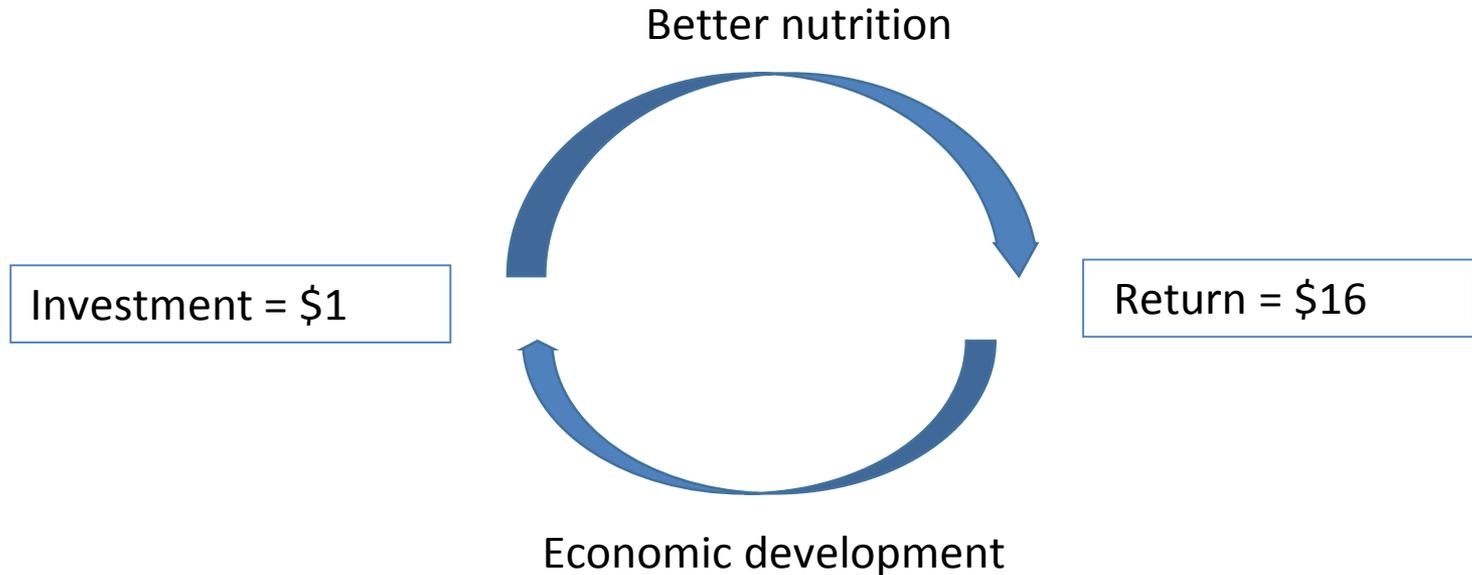
## Why nutrition?

- Child mortality – **45%** of deaths
- Reduced human potential
- Lost economic productivity
- This is a **global** problem – and it's getting worse





## Improved nutrition drives economic growth

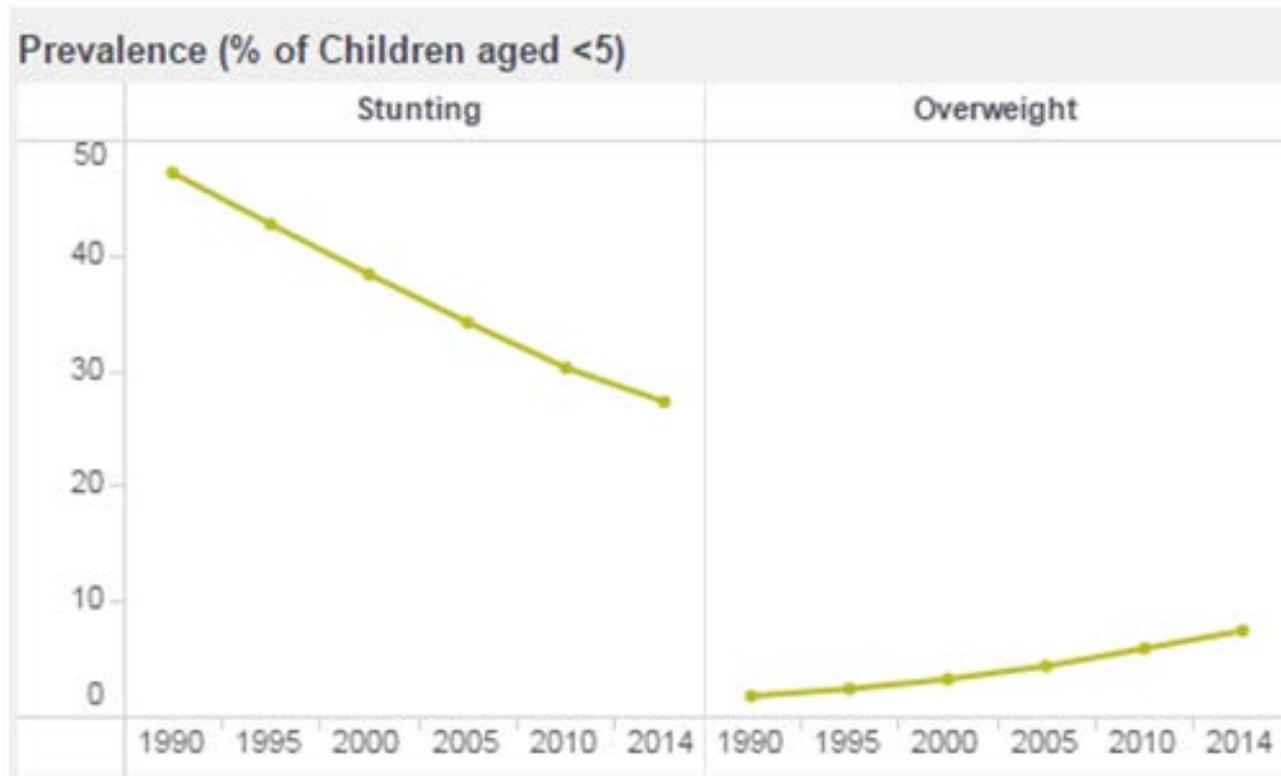


Sources:

Global Nutrition Report (2016); John Hoddinott, "The economics of reducing malnutrition in Sub-Saharan Africa," May 13, 2016, produced for the Global Panel on Agriculture and Food Systems for Nutrition.



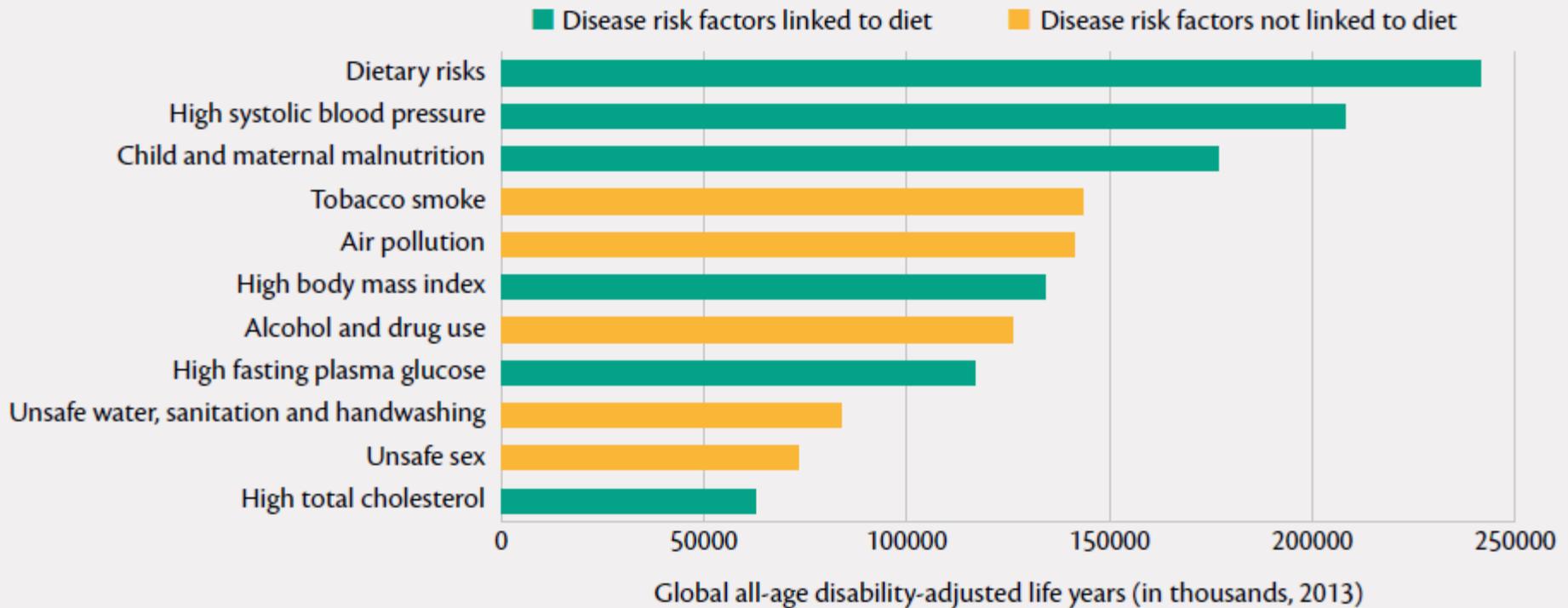
## Changing trends in nutrition – SEA region



- 30% of adults are overweight or obese



## Diet is the leading risk factor for disease

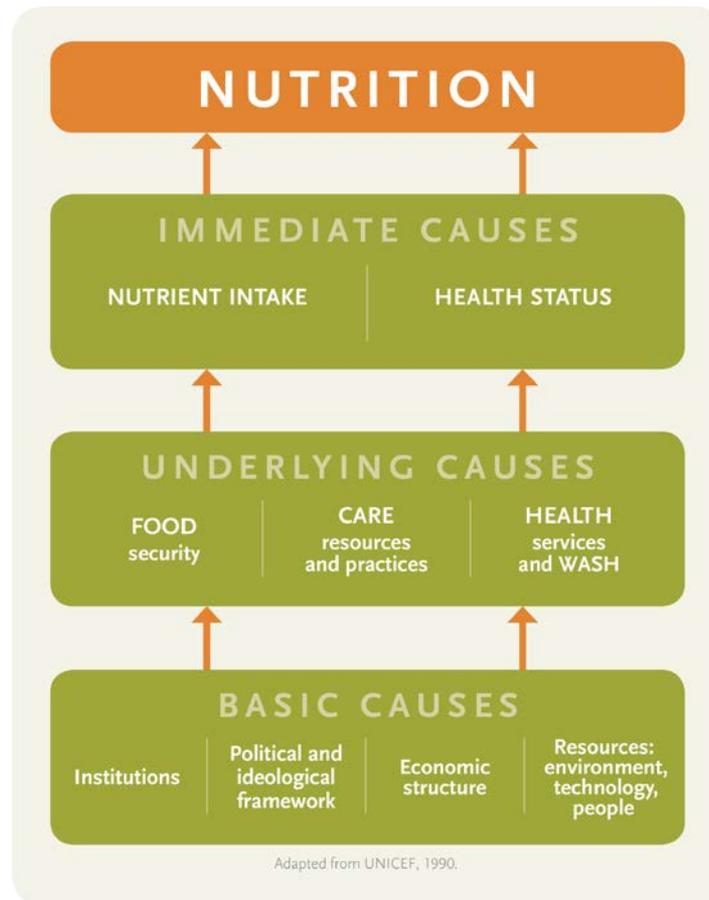


Source: Global Burden of Disease Study 2013 Collaborators (2015), Figure 5

Note: The graph shows global disability-adjusted life years (DALYs) attributed to level 2 risk factors in 2013 for both sexes combined.



## Malnutrition has multiple causes





## How does agriculture affect nutrition?

### Food production

- Increased food security
- Greater diversity
- Lower food costs



### Farm income invested in...

- Diverse diet and nutrient-rich foods
- Health and WASH services and products



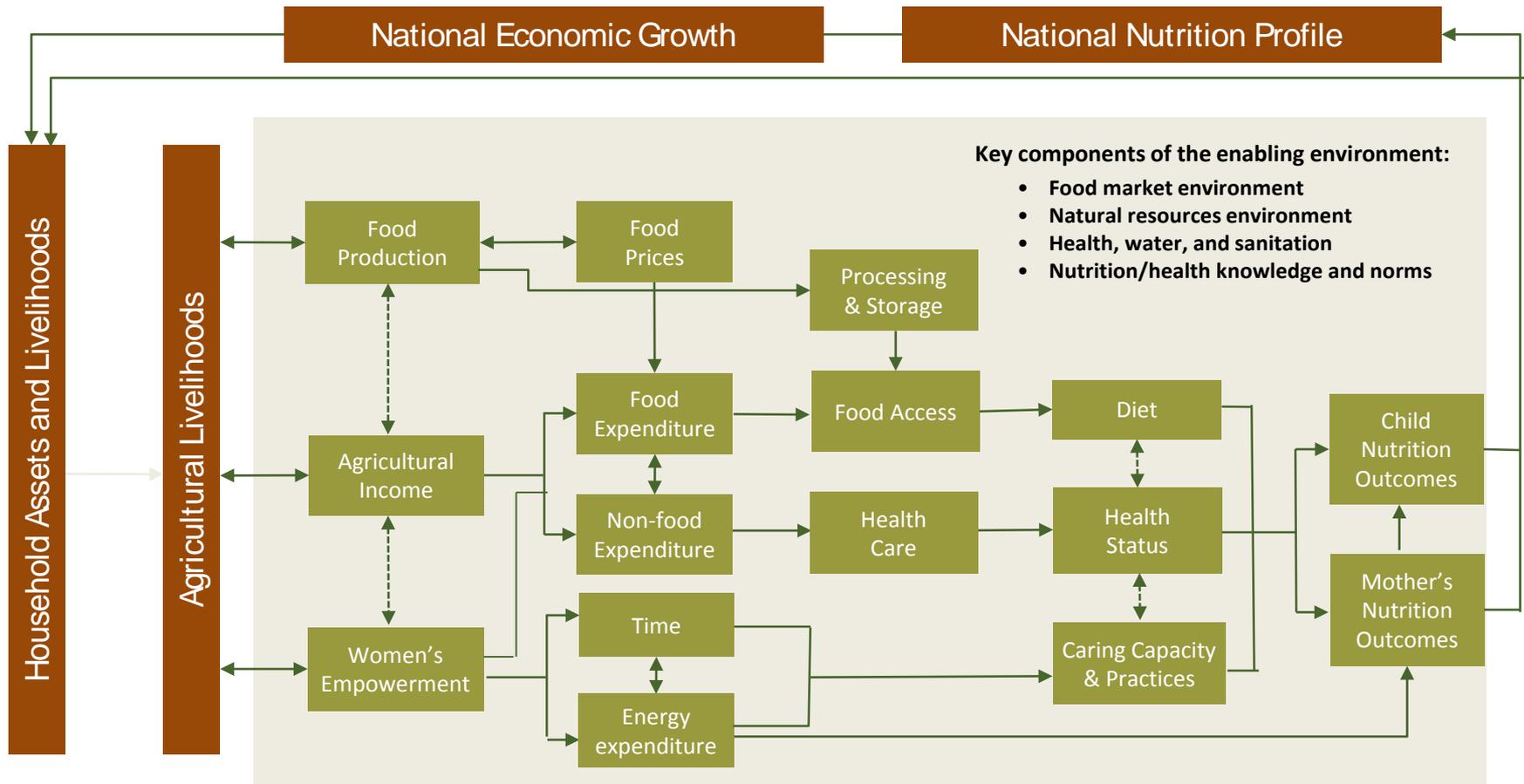
### Gender in agriculture

- Maximizing women's control of income
- Managing demand of women's time and energy





## Agriculture to Nutrition Pathways



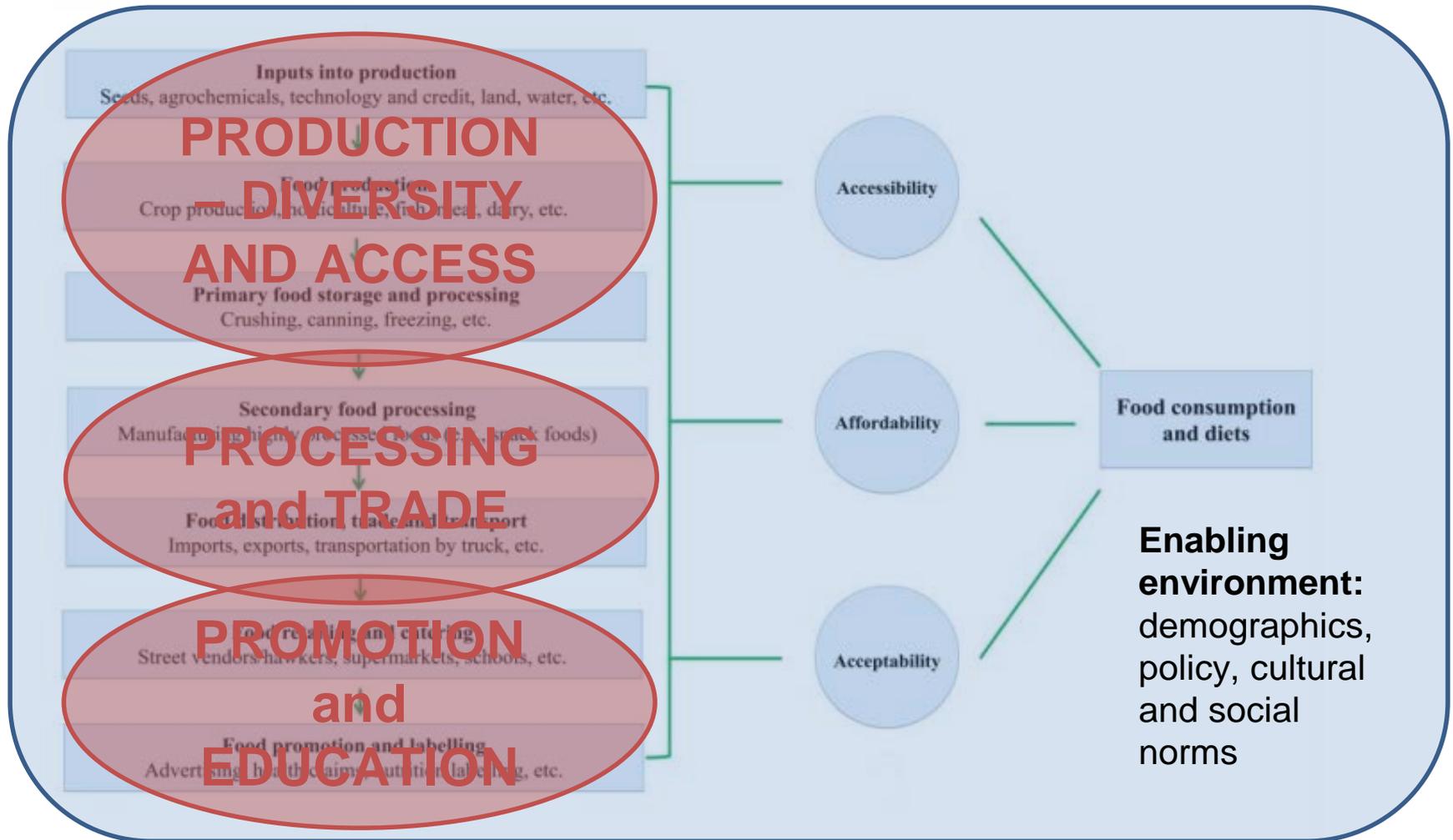


## What does a healthy diet look like?

- Diversity of foods and food groups
- Plenty of fruits, vegetables, pulses, nuts...
- Animal source foods at recommended levels
- Moderate consumption of “ultra-processed” foods
- Clean and safe
- Sufficient food available all year round
- Doesn't deplete natural resources



## Food system and its influence on diets

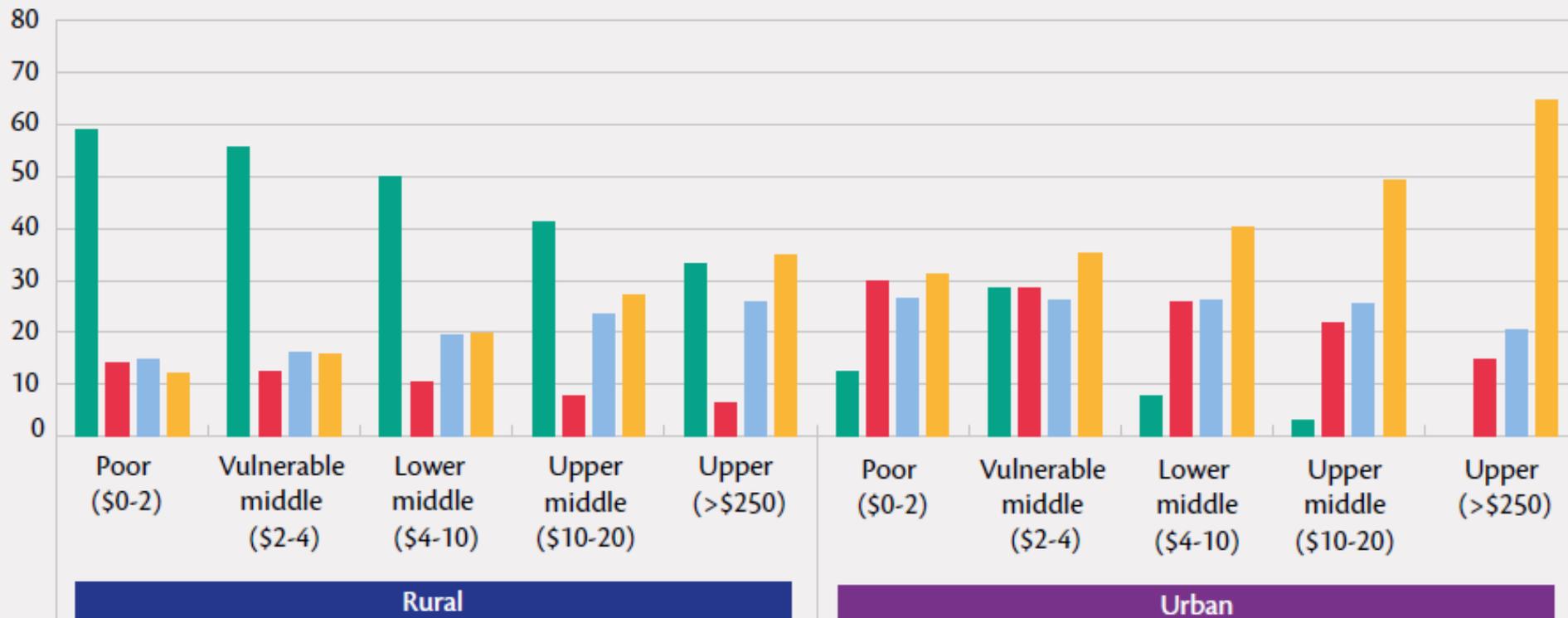




## Diets don't necessarily improve with income

Percentage of value of food consumed from different categories

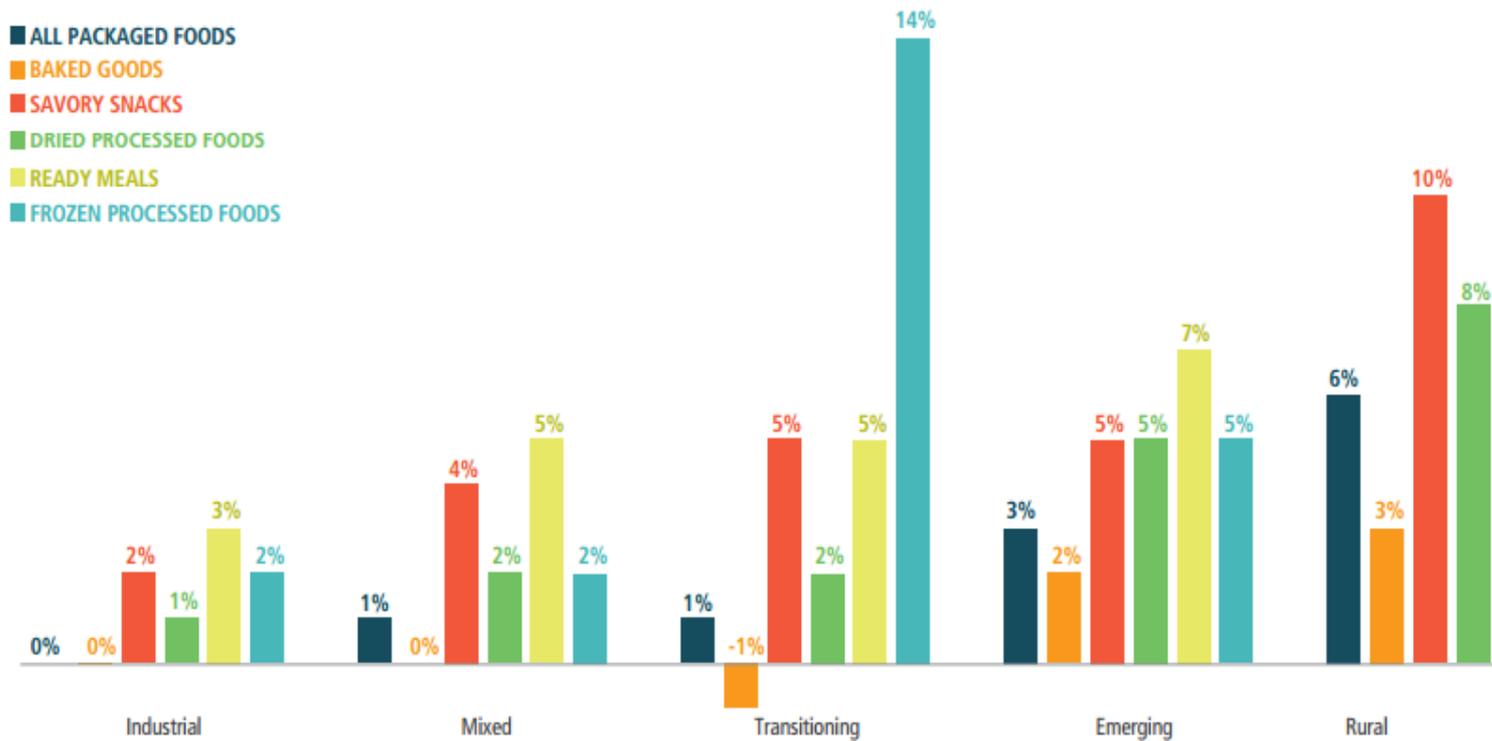
Own production Purchase: unprocessed Purchase: low processed Purchase: high processed





## ...Or with rising development

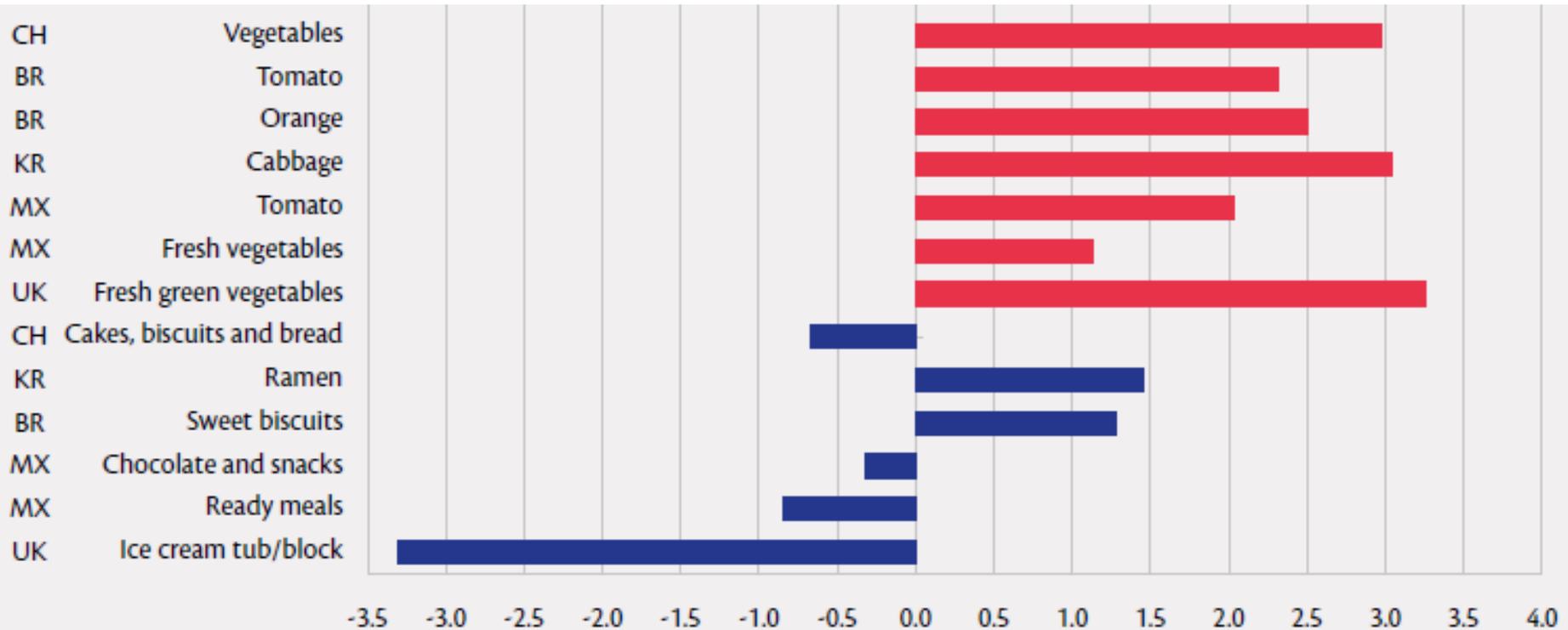
**FIGURE 7.3** Change in processed food retail sales by food system type, 2000–2014





## Consumer price trends 1990-2010 (UK, Mexico, Brazil, South Korea & China)

- fruits and vegetables
- highly-processed foods



Note: CH: China; KR: Republic of Korea; BR: Brazil; MX: Mexico; UK: United Kingdom

Source: Overseas Development Institute, Figure A, Wiggins and Keats (2015)



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Meeting the **“5 a day” fruit and vegetable** recommendation would cost low income households in Bangladesh, India, Pakistan and Zimbabwe

**52%**

of their household income

Source: Miller et al. Lancet August 2016, cited by Lawrence Haddad





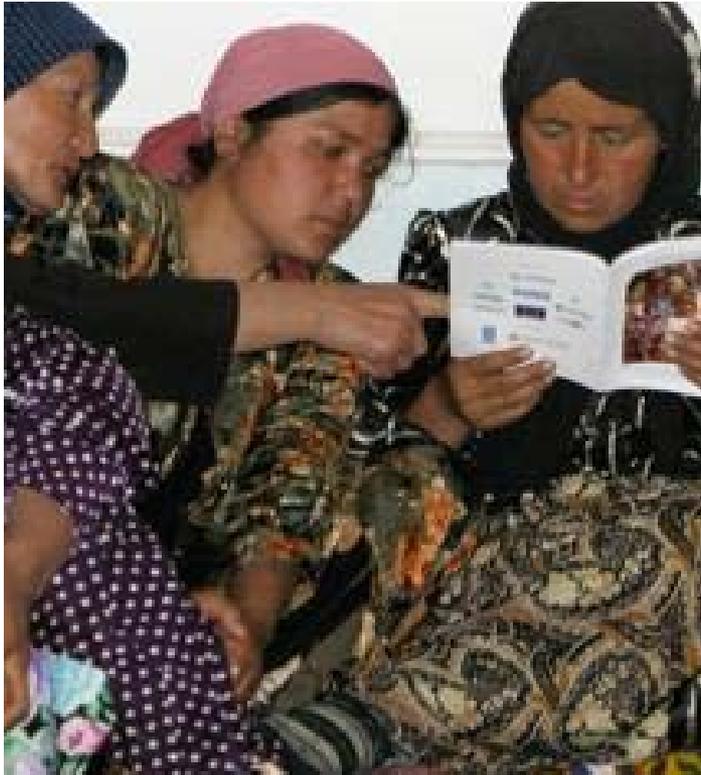
## Income and nutrition

- Income = More dietary diversity and expenditure on food
- Income spent on better water, sanitation, healthcare, and girls' education
- Indirect relationship: 10% increase in farm income = 3% increase in food consumption  
(Benfica & Kilic 2016)





## Gender and nutrition



- Women's use of income for food and non-food expenditures
- Ability of women to care for themselves and their families
- Women's energy expenditure
- Tackling gender norms is possible



## Market systems approaches for nutrition

- Move beyond staple crops
- Food labeling/advertising
- Fortification
- Processing and trade for nutrient-rich foods
- Integration of nutrition education
- Promote use of income for health, nutrition, WASH
- Promote women's control of income...avoid reinforcing gender norms
- Strengthen resilience of households and markets
- Support policies and guidelines that improve access and affordability of nutritious foods



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## Your turn...

What is your vision of a nutrition-sensitive market system, that promotes healthy diets, and improved health and wellbeing?



## Market systems that work for nutrition

*“We need to nourish, not just feed, 9 billion people by 2030”*

- Start with the nutrition and diet that you want to achieve, and **work back** to change food systems so that they are ‘fit for purpose’
- Nutrition needs to be included at the design phase
- Don’t overlook the impact of market systems on gender and incomes/expenditures
- Enabling environment is as important as program activities



## Key takeaways

- Many sectors have to play a part in addressing malnutrition
- Acting alone unlikely to have large impact – we all have to work in harmony



***“Speaking different languages”...***

*Be generous with one another, and assume good intentions...*



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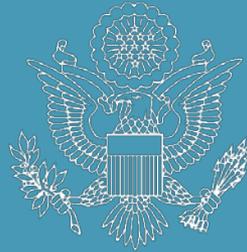
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